GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

STARRED QUESTION NO:122
ANSWERED ON:08.03.2002
ROLE OF INDIA TRADE PROMOTION ORGANISATION IN TEXTILE EXPORTS
AMBATI BRAHMANAIAH

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether ITPO is focusing on alternative markets like Latin America for Indian textile and cotton goods;

(b) if so, the work done by ITPO in this regard;

(c) whether any fairs have been held to focus on Latin America;

(d) if so, the details of such fairs; and

(e) the other steps the ITPO proposes to increase textile exports?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)

(a) to (e) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 122 FOR ANS ON 8.3.2002 REGARDING ROLE OF INDIA TRADE PROMOTION ORGANISATION IN TEXTILE EXPORTS BY S BRAHMANAIAH.

(a) to (e) : Considering the potential that the Latin American Region offers and with a view to significantly enhancing India`s trade with this region, an integrated programme `FOCUS:LAC` was launched in November, 1997.The programme aims to focus on three major product groups, namely,
(i) Textiles including ready-made garments, carpets & handcrafts;
(ii) Engineering products including computer software; and
(iii) Chemical products including drugs/ pharmaceuticals.

In accordance with the role assigned to it under the FOCUS-LAC programmeITPO has been arranging national level participation of Indian trade and industry in various general and specialized fairs as also organising exclusive India Exhibitions in this region where the textile sector was prominently represented. A statement giving details of these events since 1996-97 is enclosed as Annexure-I.

ITPO has been regularly organizing India`s premier and largest export oriented specialized trade show ontextiles `Tex-Styles India` at Pragati Maidan for the last 7 years which have been visited also by a good number of buyers from the Latin American countries.
As a result of integrated efforts of various agencies, including ITPO, there has been a significant growth in India`s exports, including textiles, to the Latin American region. A comparative statement for the last two years showing India`s total exports to 11 major countries of the region, export of textiles, share of textiles in the total export basket, and percentage growth of total exports vis-Ã -vis that of textiles is enclosed as Annexure-II.

Further, with a view to increasing textile exports to world markets, including Latin America, ITPO plans to take various steps which, inter alia, include the following:-

- Continue participation in specialised textile related trade events.
- Organise separate buyer-seller meets for different textile items.
- Organise contact promotion programmes with the prospective importers in markets abroad.
- Invite overseas buyers to the Texstyle India Show and other textile events in India.
- Host the visits of reputed commentators of leading overseas textile magazines for generating greater awareness for Indian textiles.

ANNEXURE-I

Details of events in which participation was organized by ITPO since 1996-1997: -

1996-97

- Carribean Expo, Port of Spain, April 19-28, 1996
- Indian Exhibition, Sao Paulo, Brazil, November, 6-10, 1996
- Expocomer, Panama City (Panama), March 5-10, 1997
- Indian Exhibition, Buenos Aires (Argentina), June 12-16, 1996

1997-98

- FISA, Santiago (Chile), October 24-November 2, 1997
- Indian Exhibition, Mexico city (Mexico), March 3-9, 1998
- Expocomer, Panama City (Panama), March 4-9, 1998

1998-99

- Fenit-International Textile Industry and Fashion Trade Fair, Sao Paulo (Brazil), June 23-26, 1998
- Caribean Expo, Port of Spain, September, 17-28, 1998
- Expocomer, Panama City (Panama), March 3-8, 1999

1999-2000

- Fenit-International Textile and Fashion Fair, Sao Paulo (Brazil), June 22-25, 1999
- Expocomer, Panama City (Panama), March 15-20, 2000

2000-2001

- Fenit-International Textile and Fashion Fair, Sao Paulo (Brazil), June 27-30, 2000
- Expo 2000, Santiago (Chile), July 20-26, 2000
- Expocomer, Panama City (Panama), March 7-12, 2001

2001-2002

- Expo India, Sao Paulo (Brazil), September 25-29, 2001
- Expocomer, Panama City (Panama), March 7-12, 2002

Annexure - II

India`s exports to Latin America and relative share of textiles in export basket

(Value in US$ Million)

Country	Year	India`s Total Export	Textiles share %	Textile Growth %	General Growth %	Textiles
Argentina	1999-2000	62.76	14.92	23.77		

	2000-2001	98.85	22.16	22.42	57.50	48.53
Brazil	1999-2000	135.19	18.57	13.74		
	2000-2001	225.95	23.23	10.28	67.14	25.09
Chile	1999-2000	68.76	25.53	37.13		
	2000-2001	109.39	33.34	30.48	59.09	30.59
Colombia	1999-2000	33.43	13.8	41.28		
	2000-2001	49.4	20.84	42.19	47.77	51.01
Mexico	1999-2000	141.22	38.11	26.99		
	2000-2001	208.79	59.32	28.41	47.85	55.65
Panama Rep.	1999-2000	31.81	16.62	52.25		
	2000-2001	40.08	24.65	61.50	26.00	48.32
CFZ	1999-2000	12.5	5.62	44.96		
	2000-2001	23.36	10.33	44.22	86.88	83.81
Paraguay	1999-2000	6.89	0.69	10.01		
	2000-2001	8.31	1.48	17.81	20.61	114.49
Peru	1999-2000	26.1	2.55	9.77		
	2000-2001	26.01	3.42	13.15	-0.34	34.12
Uruguay	1999-2000	26.59	2.32	8.73		
	2000-2001	35.97	3.9	10.84	35.28	68.10
Venezuela	1999-2000	23.39	4.51	19.28		
	2000-2001	42.4	8.07	19.03	81.27	78.94

Source : National Centre for Trade Information.